

Modified PTO/SB/01 (10-01)
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**DECLARATION AND POWER OF
 ATTORNEY FOR UTILITY OR
 DESIGN
 PATENT APPLICATION
 (37 CFR 1.63)**

☐

Declaration
 Submitted
 with Initial
 Filing

OR

☒

Declaration
 Submitted after Initial
 Filing (surcharge
 (37 CFR 1.16 (e))
 required)

Attorney Docket Number

Google-40APP (GP-092-00-US)

First Named Inventor

Salar Arta KAMANGAR

COMPLETE IF KNOWN

Application Number

10/795,807

Filing Date

March 8, 2004

Art Unit

3622

Examiner Name

Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER COMPETITION

(Title of the invention)

the specification of which

☐

is attached hereto

OR

☒

was filed on (MM/DD/YYYY)

March 8, 2004

as United States Application Number or PCT International

Application Number

10/795,807

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed		Certified Copy Attached?	
			YES	NO	YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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DECLARATION AND POWER OF ATTORNEY

Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: ☒ Customer Number **26479** OR ☐ Correspondence address below
or Bar Code Label

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2nd Floor**

City **Tinton Falls**

State **NJ**

ZIP **07724-3260**

Country **USA**

Telephone **(732) 542-9070**

Fax **(732) 542-9071**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Salar Arta**

Family Name
or Surname **KAMANGAR**

Inventor's
Signature 

Date **7/19/04**

Residence: City **Palo Alto**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **222 Palo Alto Ave., Apt. # 104**

City **Palo Alto**

State **CA**

ZIP **94301**

Country **USA**

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Alan**

Family Name
or Surname **LOUIE**

Inventor's
Signature 

Date **7-19-04**

Residence: City **Los Altos**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **580 University Terrace**

City **Los Altos**

State **CA**

ZIP **94022**

Country **USA**

☒ Additional inventors are being named on the 1 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

Please type a plus sign (+) inside this box → ☐

Modified PTO/SB/02A (11-00)
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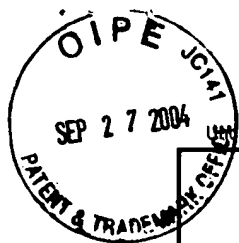
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DECLARATION AND POWER OF ATTORNEY

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Nathan		STOLL	
Inventor's Signature		Date 7/27/2004	
Residence: City San Francisco	State CA	Country USA	Citizenship USA
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Mailing Address			
City San Francisco	State CA	ZIP 94117	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Susan		WOJCICKI	
Inventor's Signature		Date	
Residence: City Menlo Park	State CA	Country USA	Citizenship USA
Mailing Address 212 Santa Margarita Avenue			
Mailing Address			
City Menlo Park	State CA	ZIP 94025	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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	First Named Inventor	Salar Arta KAMANGAR
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	Application Number	10/795,807
	Filing Date	March 8, 2004
	Art Unit	3622
	Examiner Name	Not yet assigned

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			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Utility or Design Patent Application

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Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

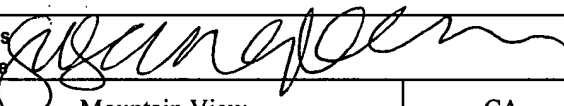
Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		26479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA			Telephone (732) 542-9070			Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Salar Artta				Family Name or Surname KAMANGAR			
Inventor's Signature						Date	
Residence: City Palo Alto			State CA		Country USA		Citizenship USA
Mailing Address 222 Palo Alto Ave., Apt. # 104							
City Palo Alto			State CA		ZIP 94301		Country USA
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Alan				Family Name or Surname LOUIE			
Inventor's Signature						Date	
Residence: City Los Altos			State CA		Country USA		Citizenship USA
Mailing Address 580 University Terrace							
City Los Altos			State CA		ZIP 94022		Country USA
<input checked="" type="checkbox"/> Additional inventors are being named on the1. supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

Please type a plus sign (+) inside this box → +

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Nathan		STOLL	
Inventor's Signature			Date
Residence: City San Francisco	State CA	Country USA	Citizenship USA
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Mailing Address			
City San Francisco	State CA	ZIP 94117	Country USA
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Given Name (first and middle [if any])		Family Name or Surname	
Susan		WOJCICKI	
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Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 1600 Amphitheatre Pkwy			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
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Inventor's Signature			Date
Residence: City	State	Country	Citizenship
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Mailing Address			
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